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Keynote Presentation: Breakthrough Business Intelligence: Case Studies in Taking Business Intelligence to Next Level in the Telecommunications Industry

Rob Mattison, eXcellence in Telecommunication (XiT)

ABSTRACT

A global revolution is underway in how the telecommunications industry works. Radical business models, new products and services, and never-before-imagined partnerships are becoming the norm as consumers and businesses everywhere try to capitalize on the latest capabilities.

There is a massive amount of disruption ahead. There is boundless opportunity for those who can tackle the risks and push past the obstacles.

As business is changing faster and in more unanticipated directions than ever before, carriers are overwhelmed by the nature and amount of information needed to process how well their organizations are running. They are beginning to realize that having the right information - in the right place, at the right time - is more important to success than anything else. Most carriers are investing heavily in the development and exploitation of larger and more richly featured business intelligence capabilities.

In this presentation, Rob Mattison provides an overview of this exciting trend in telecommunications. He discusses how the playing field is being changed by: business intelligence competency centers, ETOM-based scorecards, convergent warehouses (data warehouses that combine and blend revenue assurance, network operations, customer relationship management, and marketing information) and the new generation of consumer behavior analytics.

Based upon dozens of real-world cases studies, Mattison provides a practical overview of what the trends are, how they are being deployed and, most importantly, how carriers are using them to gain the edge in their marketplaces.

No paper was submitted for publication.

CONTACT INFORMATION

Rob Mattison
eXcellence in Telecommunication (XiT)
rob@xitelco.com

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